

### ABSTRACT OF THE DISCLOSURE

"Business Method of Providing a Channel for Delivering and Distributing Events Based on a Subscription Model for Service Providers to Enhance Sales Opportunities"

Sales associated with service providers are increased using an opportunistic approach based on an unexpected change in a schedule or services (time, location). Windows of opportunity (time, physical location) are automatically identified, and once such a window of opportunity is detected, the people affected directly from the change of a schedule are identified. This information is then used by service providers to act quickly in order to enhance sales. Both service providers and consumers setup a personalized profile in a database, and the system uses a matching process to match related service providers to the consumers' preferences.